

# Powerful Words: Propaganda Can Change Your Mind

## General Overview

Propaganda is a powerful tool used to sway people's opinions on certain issues. Examples of propaganda can be found in many different formats. A definition of propaganda is: Any technique that attempts to influence the opinion, emotions, attitudes, or behavior of a group in order to benefit the sponsor.

## Lesson Objectives

Students will be able to:

1. Recognize propaganda in several different formats
2. Create propaganda
3. Analyze an ad
4. Become aware of the importance of archival collections

## Preparation

Students should discuss the definition of propaganda, as well as, their immediate reactions to the word. Students should read the propaganda techniques on the worksheet provided.

## Activities

Students should study the examples of propaganda.

The following questions should provoke discussion.

1. Is advertising propaganda?
2. Is propaganda always a bad thing?
3. What has not been addressed in each sample of propaganda?
4. What is the difference between propaganda and education?
5. Do your parents use propaganda on you?
6. Do you use propaganda on them?
7. In each sample what positive messages are sent?
8. In each sample what negative messages are sent?
9. Why would an archives save such materials?

## Enrichment and Extension

After a discussion about propaganda have the students bring in an example of current propaganda.

Have the students create a piece of propaganda based on something in which they believe

Create a collage of ads

Using the samples of historical or current propaganda discuss the techniques used by the creator. Discuss whether or not a different technique might have been used more effectively.

## Sources

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